

BRILLIANT

NEON
SIGNS

THAT ATTRACT



BRILLIANT NEON LTD.

PARAGON WORKS
LONDON, W.12

Photographed
from the Air



WHERE
BRILLIANT NEON
SIGNS ARE MADE

Foreword

Neon Signs are still in their infancy. The number of Signs and the variety of outlining being erected is increasing tremendously.

We have extended our plant to cope with treble output and guarantee 100% service.

We are in a unique position to quote on the keenest competitive basis, for we are direct manufacturers, and all component parts, including transformers, are made under one roof—100,000 feet super floor space—over 500 skilled employees.

THE CONSEQUENT SAVINGS ARE REFLECTED IN OUR ESTIMATES.

You are cordially invited to visit Paragon Works and inspect the making of Neon Signs from start to finish.

Recently honoured with a visit by H.R.H. THE DUKE OF KENT, K.G., K.T., G.C.M.G., G.C.V.O., LL.D.

WE UNDERTAKE TO MAINTAIN all installations free of charge for a period of twelve months after erection.

All component parts supplied only (not erected) are **GUARANTEED** for a period of twelve months from date of supply. 100% British.

**WE HAVE A PRACTICAL RESIDENT AGENT IN EVERY IMPORTANT TOWN
THROUGHOUT THE COUNTRY, COMPETENT TO CARRY THROUGH ALL
MAINTENANCE WORK IMMEDIATELY UPON BEING NOTIFIED.**

In this booklet we can only include a few examples of our smaller signs—photos of important installations sent on request.

PARAGON WORKS, LONDON, W.12
THE LARGEST SIGN WORKS IN THE EMPIRE

West End Showrooms:

131 Uxbridge Rd., W.12

Telephone SHEpherds Bush 2281
Private Branch Exchange

South Wales Agent:

A. G. Couzens
6 Park Grove, Cardiff
Telephone Cardiff 3550

City Showrooms:

38 Gray's Inn Rd., W.C.1
Telephone HOLborn 2648

Manchester Branch:

185 Princess Street
Telephone Ardwick 2161

Brilliant NEON Limited

£20
(c1930)

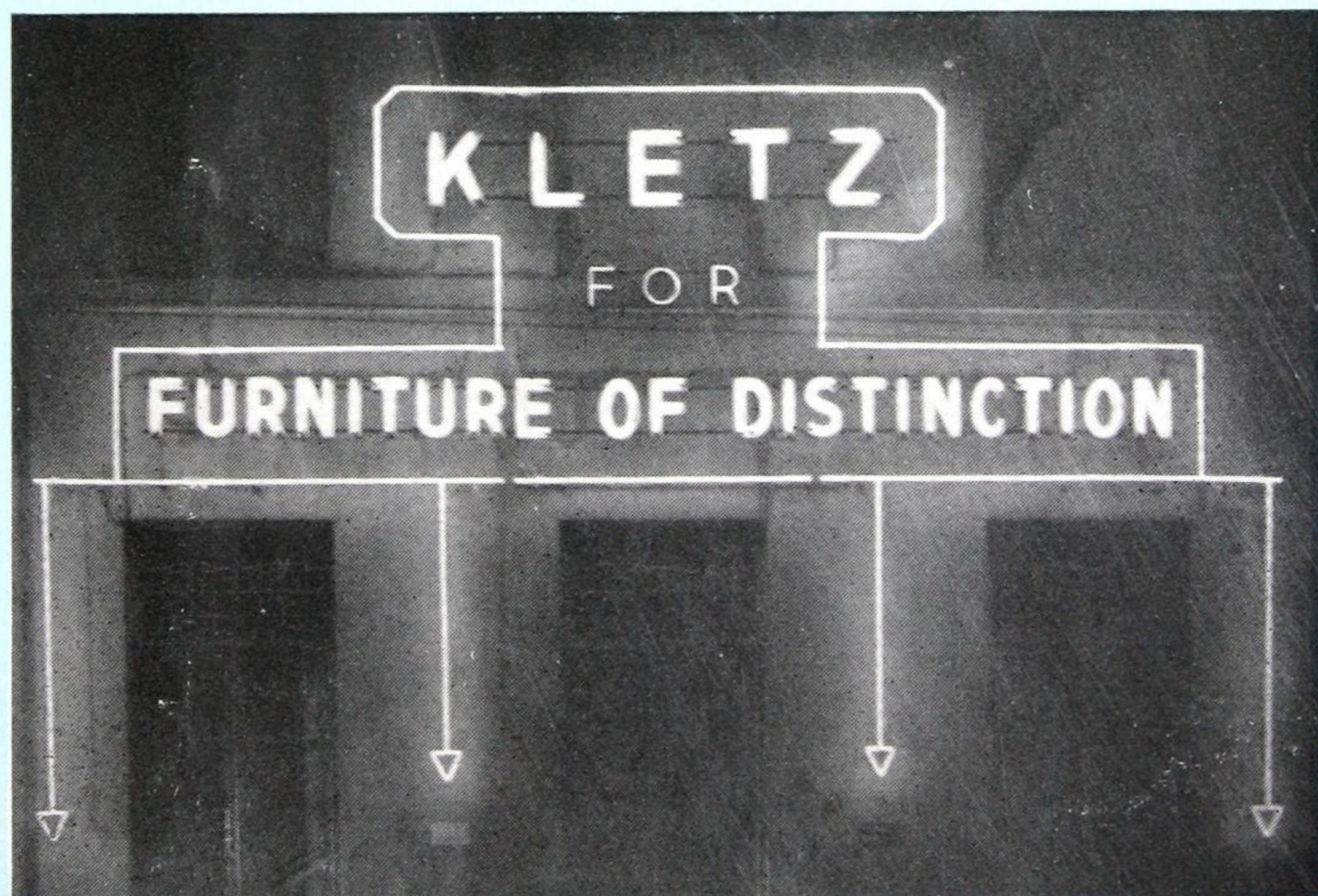
The whole of this sign is fitted to the modern all-glass front of the "Daily Express" building in Fleet Street, and the lettering is in accordance with a design specially required by the newspaper. All the letters are 2 ft. 6 in. box type, lead-coated sheet steel, finished in light red, superimposed with red double outline tubes. There are 134 ft. of red tubing, together with sections of green wavy decoration.

N.S. 92



THE SIGN OF
A GOOD
CIRCULATION

N.S. 93



This sign for M. Kletz, Doncaster, employs attractive outlining in 15-16 mm. blue tubing with 15 in. and 8 in. teak letters, enamelled red and green, and employing a single outline red and green tubing.

Coloured Drawings on request free of charge

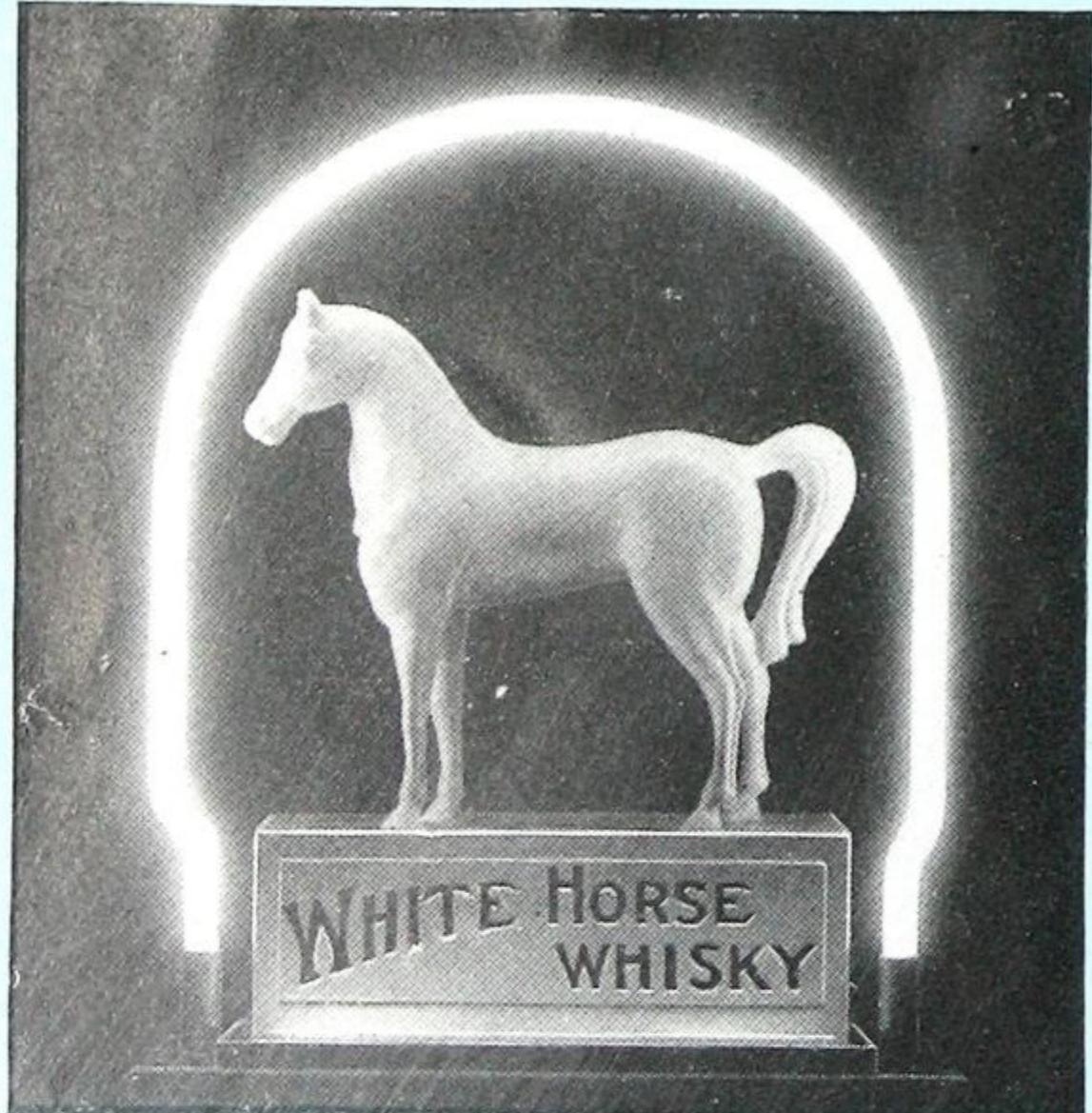
Page One

Brilliant NEON Limited



N.S. 94

The above illustration shows one of many similar installations erected in various parts of London in red, green and white Neon tubing.



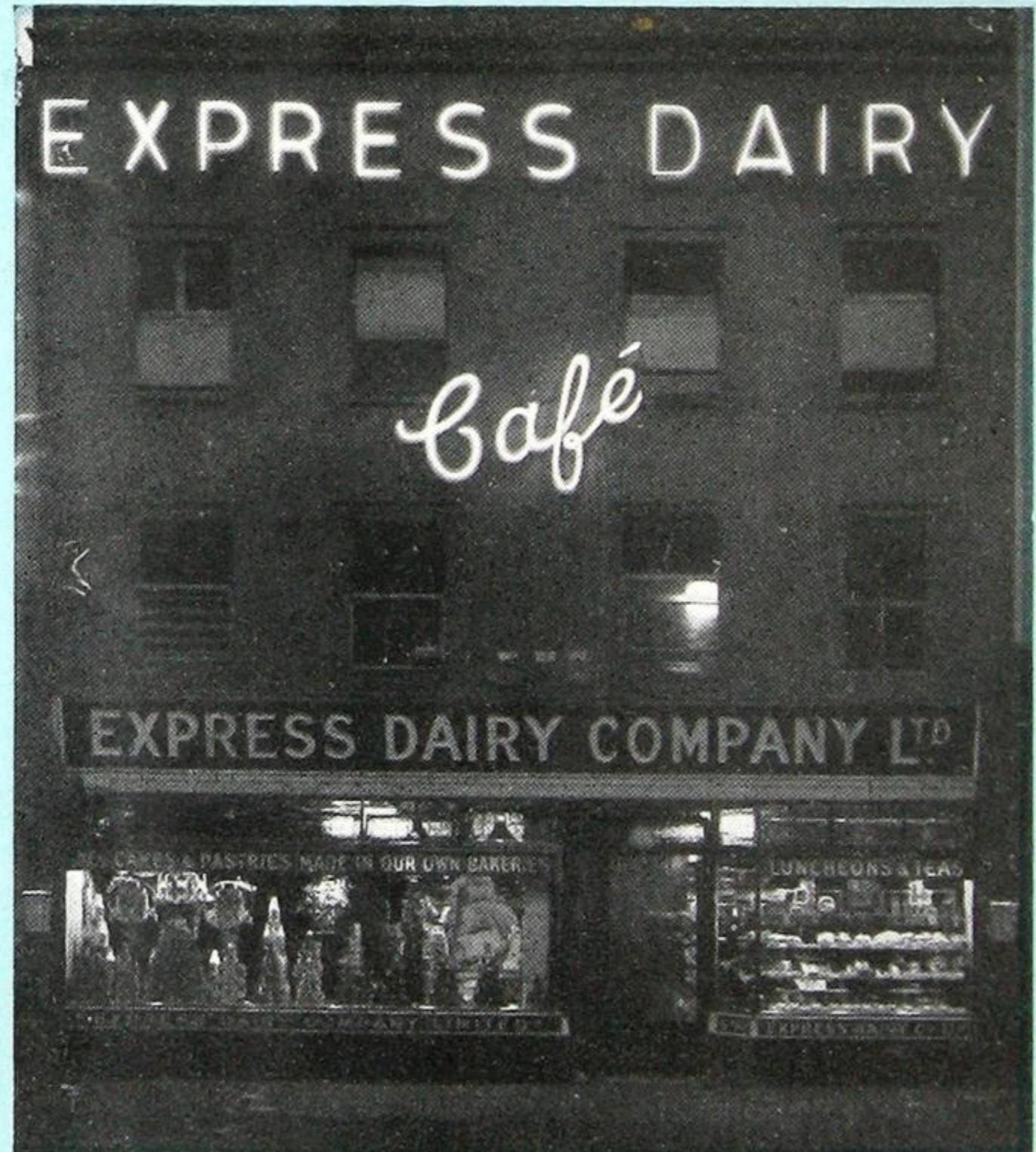
Any well advertised trade mark or design, or any special article can be given greater prominence by being Neonized.

N.S. 95

In this case the White Neon Arc intensifies the White Horse design.

FIGURE
N.S. 96

Shows a Neon installation erected on one of the branches of this well known firm, and is a striking advertisement which compels attention.



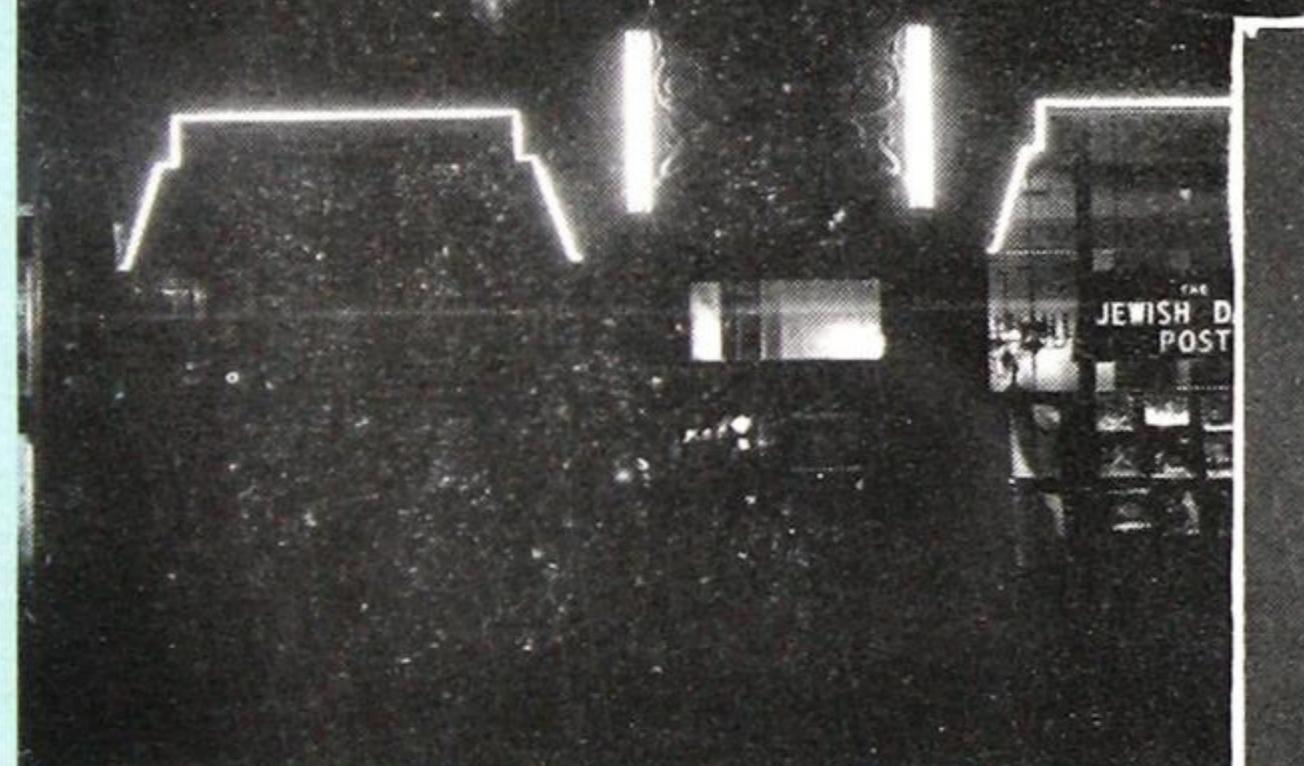
Brilliant Neon Signs Bring Business

Brilliant NEON Limited



THE JEWISH DAILY POST

N.S. 90



This installation is fitted in Whitechapel High Street and consists of 2-ft. Hebrew character teak lettering, enamelled blue and white, and also 18 in. teak letters. The words "Jewish Daily Post" are in clear blue 11-12 mm. tubing, and the candles and ornaments are in white daylight Neon. In addition to this, there is 250 ft. of outlining.

N.S. 91



IMPORTANT

WE are able to manufacture on the keenest competitive basis, because all component parts of Neon installations, such as backgrounds for letters, either "Staybrite," bronze, teak, etc., also constructional iron work, decorated glass, etc., are made by the controlling company, the Brilliant Sign Co. Ltd., who have been the leading firm in the country for over half a century.

Therefore every Neon installation, from the drawing of the design to the last bolt for the erection, is manufactured under one roof; so best workmanship and rapid production are ensured.

THE CONSEQUENT SAVING IN COST IS REFLECTED IN OUR KEEN ESTIMATES.

The installation for the Majestic Cinema, Woodford, was carried out under the supervision of the architect (S. B. Pritlove, Esq.). It includes on the front elevation the wording "Majestic" in 5-ft. Roman type lead-coated metal letters, enamelled red with 15-16 mm. red tubing superimposed. The lettering "Theatre Cafe Ballroom" is 18 ins. and same specification. In the rear are fixed 2-ft. teak letters, superimposed with red tubing and reading, "To the Majestic," and underneath is fitted a 60-ft. arrow. The building is outlined with approximately 2,000 ft. of tubing, a portion in 20-22 mm. blue, and the remainder in 15-16 mm. red, blue and orange.

Agents in all principal towns

Brilliant NEON *Limited*



NEON (PLUG IN) SYMBOLS

Page Four

For Window and
Counter Display from

£2.10.0

Brilliant NEON Limited



Architects :
Messrs. BETHELL & SWANNELL.

N.S. 89

Central section of the frontage
of the South Suburban Co-op-
erative Stores, Bromley, Kent.

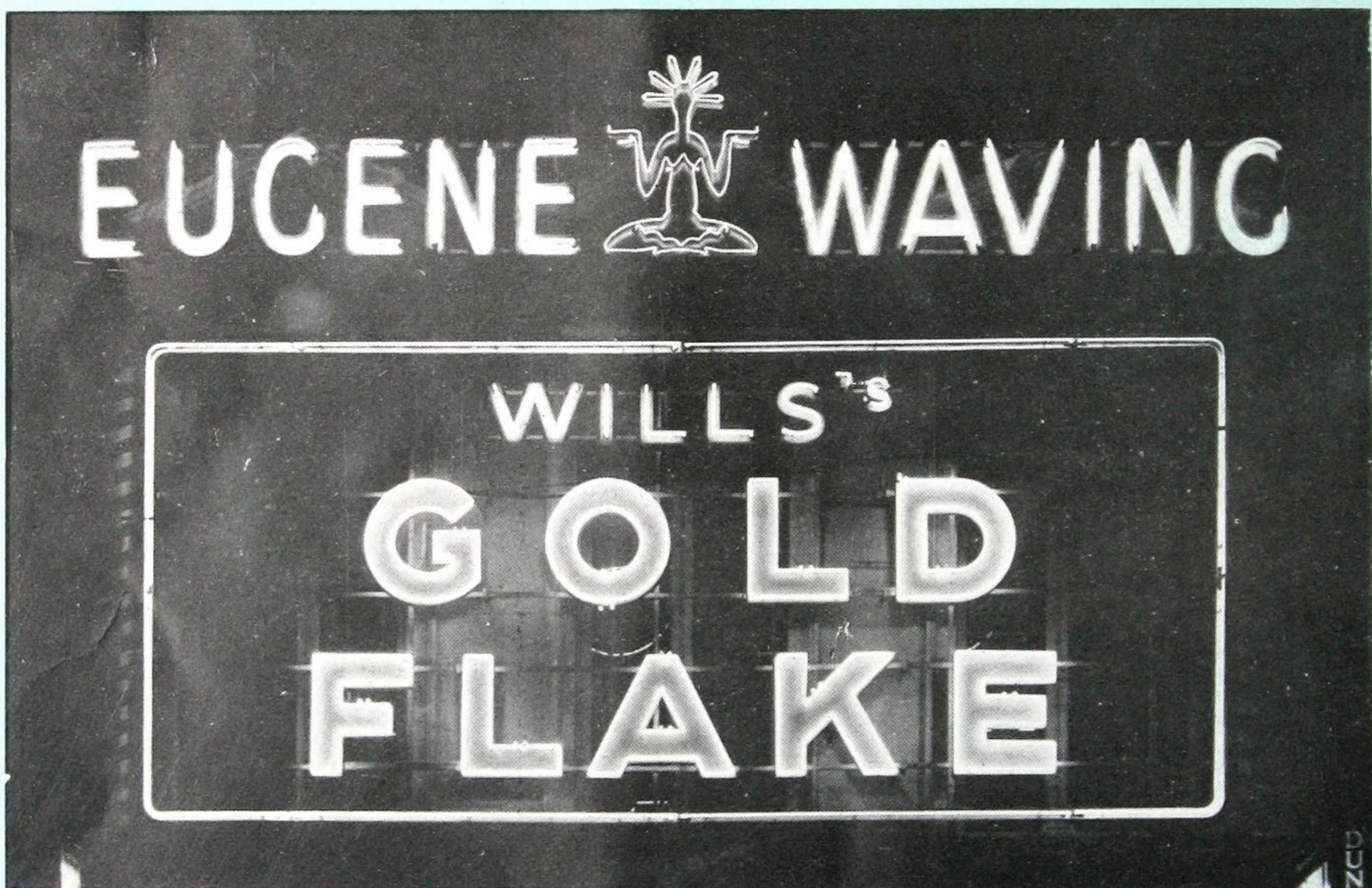
Neon outlining to architecture and clock; the finishing
touch to the most artistic and up-to-date Co-operative
Store in the South of England.



We have Neonized scores of Co-operative branches
throughout the kingdom.

Imposing Decorative Tube Lighting

Brilliant NEON *Limited*



SKEFKO

Overlooking the main line at Luton, this sign extends approximately one third of a mile. In its construction over 1,800 ft. of blue tubing and 62 transformers have been used. The current being D.C., a 25 K.V.A. motor generator set is installed. An impression of its extent is given by the night photograph (hardly more than a series of dots) above which is a daylight close-up of one section which is represented by one of these dots! Some of the letters are 8 ft. high.

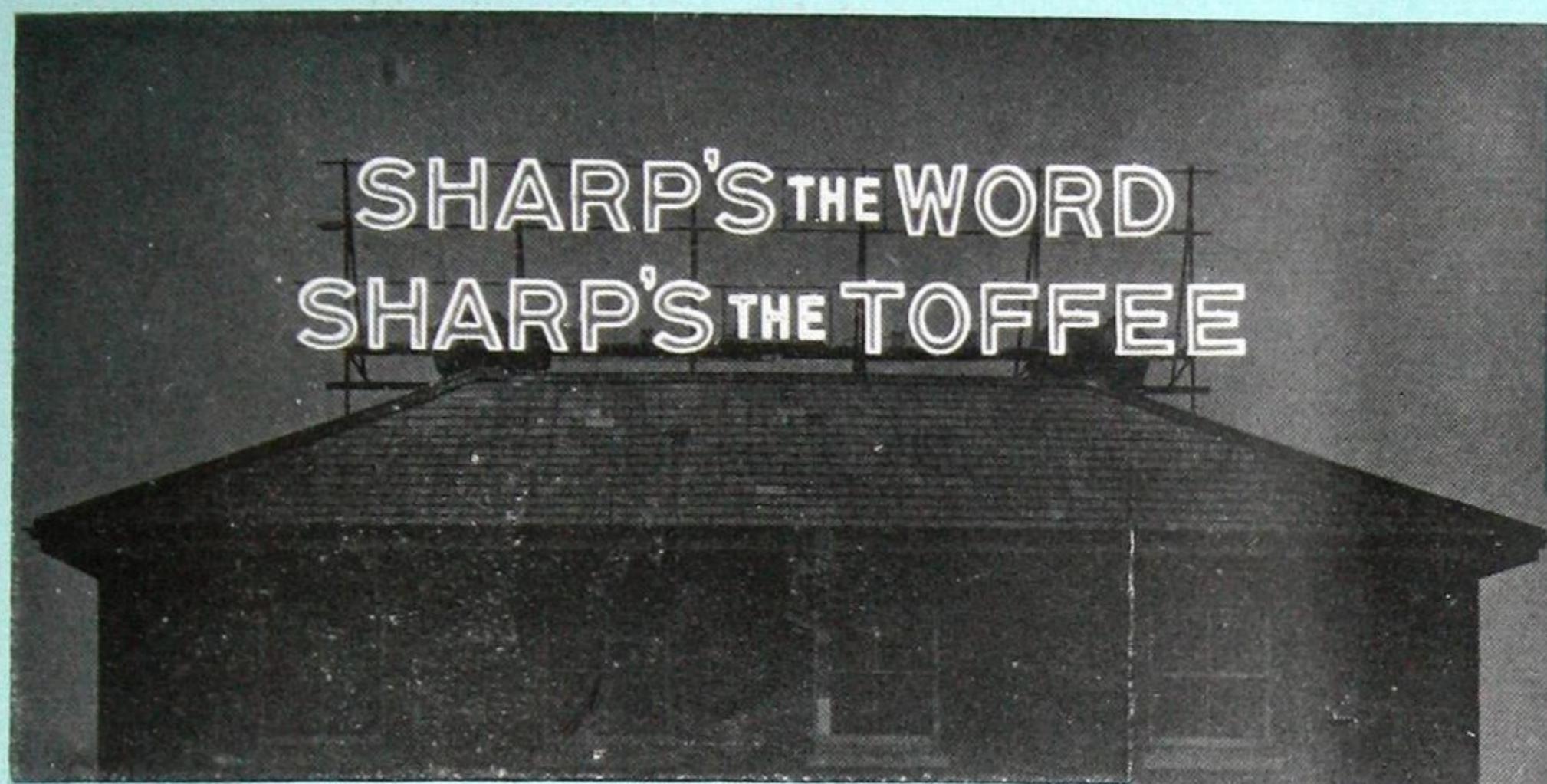
EUGENE

WILLS

These signs are seen everywhere, but it is seldom that the two are in juxtaposition—erected by us at Old Christchurch Road, Bournemouth. The border to the Will's sign is in gold colour tubing, lettering red and green.

Originality is the essence of design

Brilliant NEON *Limited*



Double outline letters on ridge of roof of their Maidstone Sports Pavilion.

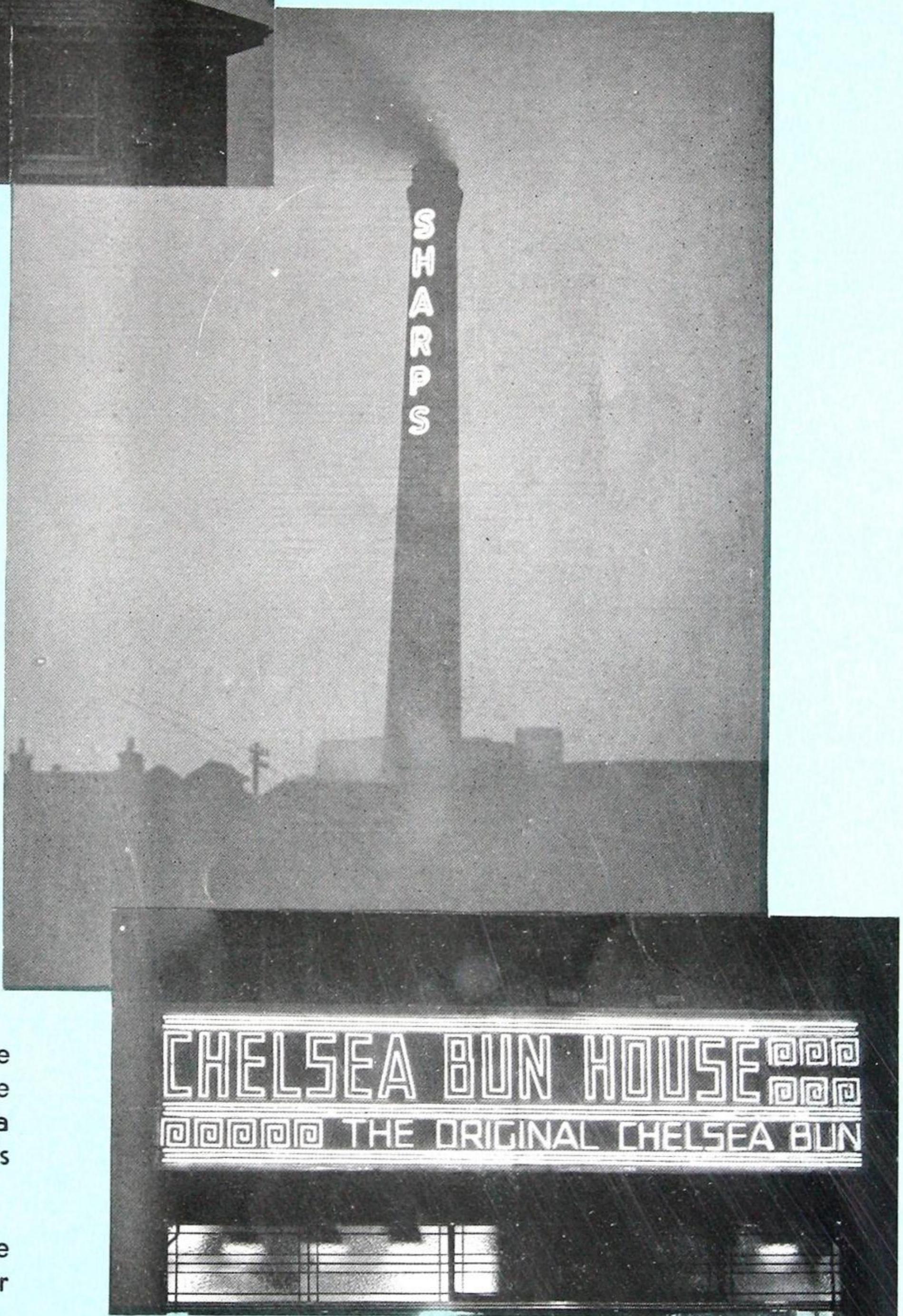
We skilfully converted one of Sharp's old fashioned bulb signs to Neon. Visibility increased seven-fold. Electric consumption reduced by 80%. Cost of converting pays for itself.

No position inaccessible. We have erected a permanent iron ladder with platform behind each letter for easy access. This shaft is 170 feet in height—the Neon sign dominates the countryside.

Bold signs for factories or dainty signs for confectionery.

Chelsea Bun House is a unique design—the ornamentation in the border represents the celebrated Chelsea Bun and there is a beautiful combination of colours in this design.

The lettering is in lumophor white, the border lumophor light blue and lumophor bright green.



When desired we can arrange for convenience of our clients HIRE-PURCHASE MAINTENANCE TERMS. Simple and straightforward . . . full details on request, or our representative will be pleased to call.

Coloured Drawings on request free of charge

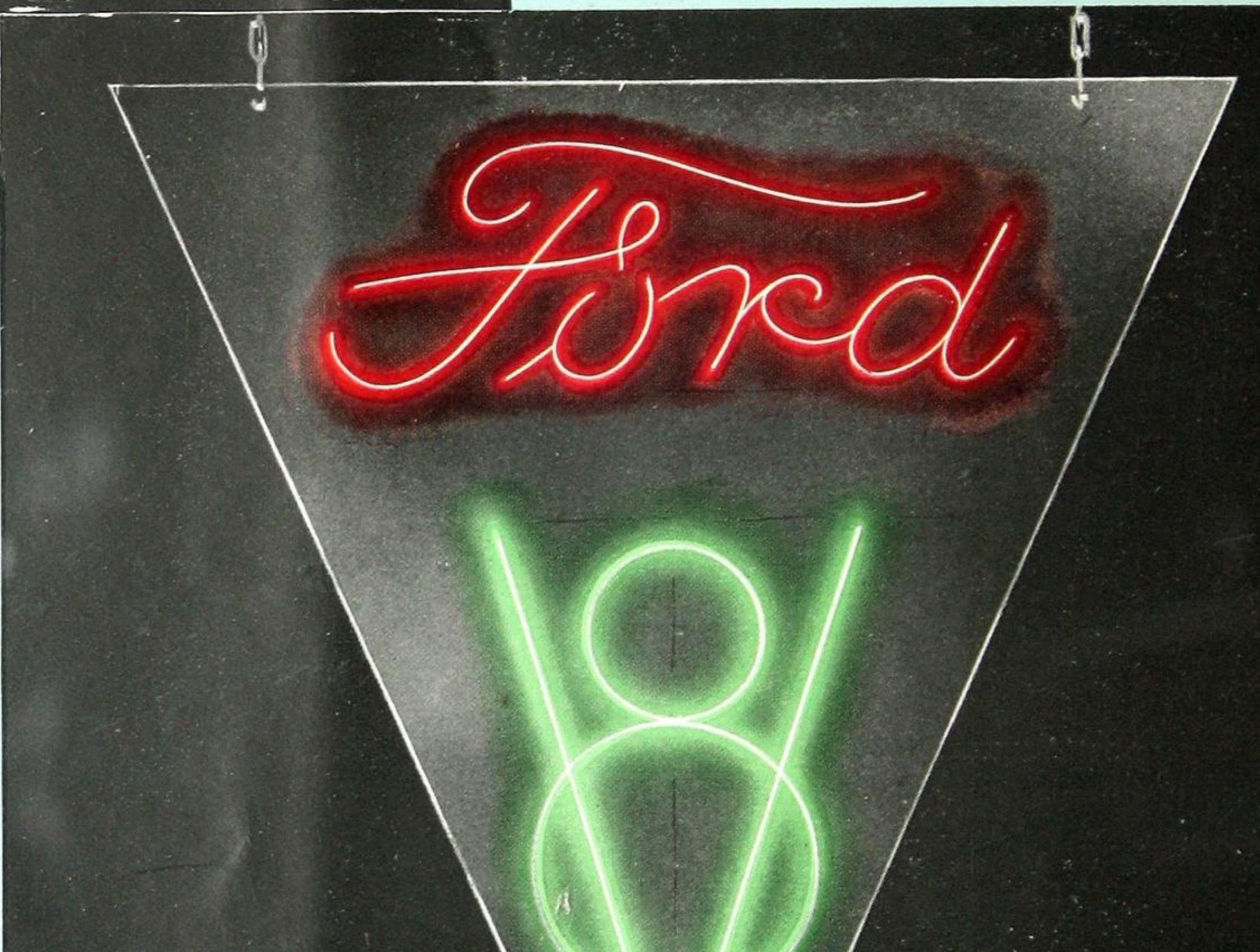
Brilliant NEON Limited

We specialise in Neon Agency signs which are manufactured on mass production lines at very keen rates.

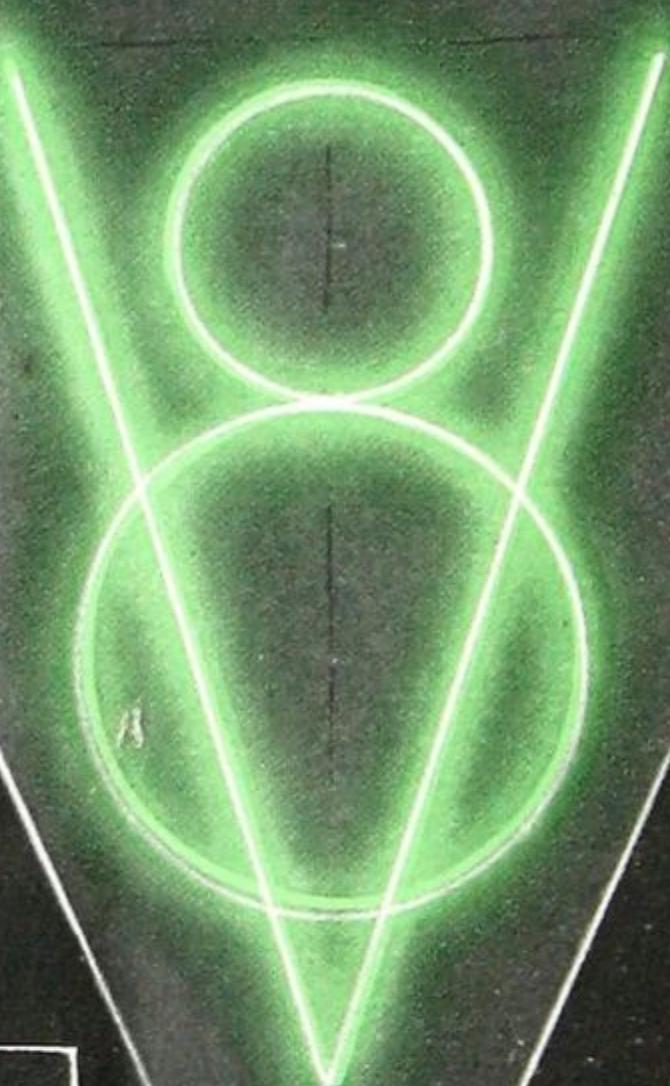
Below we give a list of a few of our important contracts.



Fordson



Ford



Ford Motors

Ekco Radio

Bush Radio

Murphy Radio

Kirk Bros.

White Horse Whisky

Ballito Stockings

Humber, Hillman, Commer,

Talbot.

John Bull Tyres

Firestone Tyres, etc.



Ford

Our staff of expert designers are competent to prepare original designs—no obligation.

Specimen signs submitted.

Brilliant NEON *Limited*



**Neon Display at our City Showrooms
38 GRAYS INN ROAD, HOLBORN, W.C.1**

Brilliant Neon Signs

Depot for
MATCHLESS-SUNBEAM
B.S.A.
NORTON - TRIUMPH
A.J.S. ARIEL



for intense publicity